

**Wyoming's  
Prevention  
Framework to Reduce  
the Misuse of Alcohol  
Community Implementation  
Workbook  
2008  
Goshen County**

# **Implementation Workbook**

## **Goshen County Comprehensive Community Coalition (CCC)**

**Submitted August 14, 2008**

**By: Lynette Saucedo, Coalition Chairperson**

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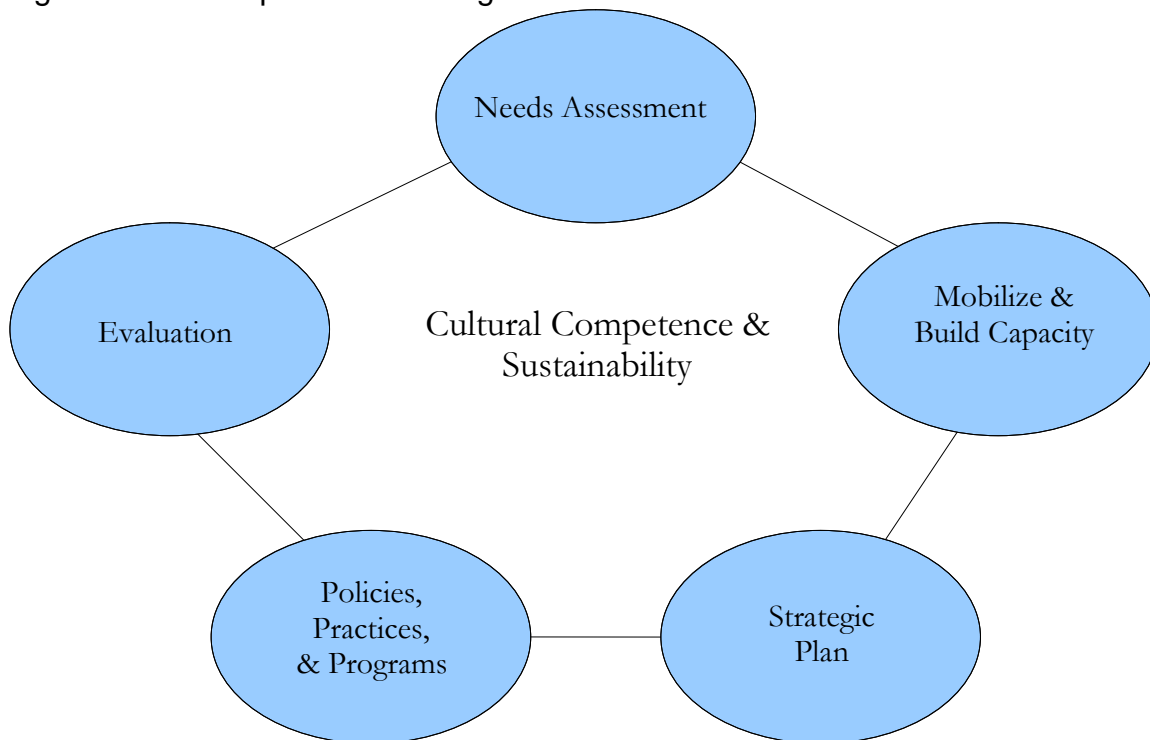
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## Introduction

Wyoming received the Strategic Prevention Framework State Incentive Grant (SPF SIG) from the Federal Substance Abuse Mental Health Services Administration (SAMHSA) on September 30, 2004, along with 20 other states and territories.

The purpose of the project is to implement the five components of the SPF planning model at both state and community levels in Wyoming. The following diagram details this process.

**Figure 1. Five Steps of the Strategic Prevention Framework Process**

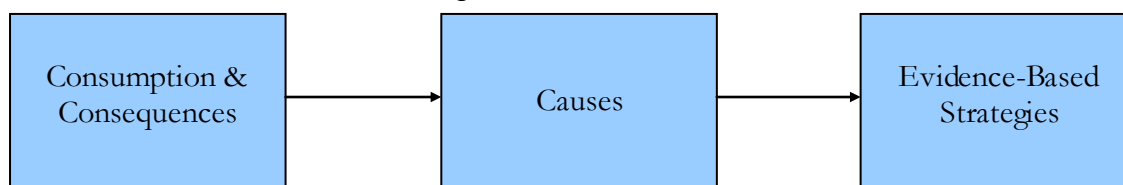


At the state level, Wyoming has completed the needs assessment and strategic plan. Mobilization and capacity building take place throughout the project. Wyoming's needs assessment identified the targeted problem as the misuse of alcohol and its consequences, and Wyoming's allocation strategy funds all 23 counties and the Wind River Reservation as Prevention Framework (PF) community grantees. On June 15, 2007 grantees submitted their local needs assessments, and in September 2007 grantees completed their strategic plans outlining the evidence-based strategies they will implement over the next three years. An evaluation workbook was completed with each community during the winter of 2007/2008.

## Outcome-Based Prevention

The foundation of the PF process is the outcome-based prevention model.

Figure 2. PF Needs Assessment Logic Model



In this model a community details its substance-related consumption and consequence data, researches the causal areas that may impact these problems, and chooses evidence-based policies, practices, and programs to address the identified causal areas.

### Purpose

The purpose of this workbook is to help PF funded communities create a multi-year implementation plan that provides a blueprint for how to reach their goals. This means you will use this workbook to create timelines and benchmarks for your work between now and the fall of 2010, and you will use this workbook to coordinate the many prevention efforts taking place in your community. This workbook will also serve as your application and next year work plan for PF funding between October 1, 2008 and September 30, 2009.

This workbook differs from your PF strategic plan in many respects. First, the strategic plan linked the causal areas identified in your community needs assessment to evidence-based strategies. These strategies were listed, but very little was done to detail how they might be implemented over the course of the project. Second, while the strategic plan identified strategies funded by the PF project it did not require you to integrate these strategies with other efforts in your community.

Keep in mind that Wyoming has identified the targeted need for this project as the misuse of alcohol.

#### **“Misuse of alcohol” means that:**

1. The primary target for the PF is underage drinking, and adult binge drinking. Underage drinking refers to any use of alcohol by anyone under the age of 21, while adult binge drinking refers to those 18 years and older who have five or more drinks on any one occasion.
2. The secondary target for the PF is the most significant consequences of the misuse of alcohol in Wyoming: alcohol-related crime, alcohol-related motor vehicle crashes, and alcohol dependence and abuse.

## Workbook Goals

The implementation plan decided upon here will lead to the following tasks.

### **Revisit your Needs Assessment and Strategic Plan**

This workbook requires that you take a second look at your community needs assessment and strategic plan. This section will give you the chance to update any changes you may have to your community's targeted causal areas or to your community's chosen evidence-based strategies.

### **Identification of Community Prevention Efforts**

One of the goals of this workbook is to help you integrate prevention planning in your community through the identification of all of your community's prevention efforts in order to communicate and plan together as well as collaborate when appropriate. Some of the efforts may be PF related while others may not be. For example, your community is likely already working on the Most of Us, FACE, and The Line campaigns. You also have a Prevention Block Grant provider and Tobacco Prevention Coalition. By identifying all of the prevention efforts and stakeholders in your community you can better create a multi-year plan.

### **Create a PF Calendar**

The final product of this workbook will be a calendar that details your implementation plan from October 1, 2008 to September 30, 2010. This calendar will include the major benchmarks for your PF project and for other relevant prevention efforts in your community. It is intended to both keep your work on track and help you to integrate and collaborate with other prevention projects.

### **Budget for FY2009**

Finally, you will be asked to complete a budget for October 1, 2008 to September 30, 2009.

## Workbook Organization

Again, there are three major sections in this workbook. They should be completed by the PF coordinator working with the local community advisory council (CAC) when appropriate. The PF coordinator and TA providers will make site visits as necessary during July 2008 to work with you and your CAC to complete this workbook. Again, this workbook will serve as your next year work plan and application. It is due on August 15, 2008, and the Mental Health and Substance Abuse Services Division will review and approve these as part of the contract process that will be complete by September 30, 2008.

A final copy of the Implementation Workbook should be submitted electronically to:

Keith Hotle, SPF SIG Coordinator  
Wyoming Mental Health and Substance Abuse Services Division  
[keith.hotle@health.wyo.gov](mailto:keith.hotle@health.wyo.gov)  
(307) 777-3352

## Revisiting the Needs Assessment and Strategic Plan

Please complete Table 1 below using information from the community needs assessment and strategic planning workbooks. At this point it is appropriate for you to change your prioritized causal areas if circumstances in your community have changed and you have data to support this change. It is also appropriate to change your chosen strategies at this point. You may already have accomplished a policy change or you may realize that your chosen strategies don't fully address your causal areas. This is the time to revisit and update your strategic plan.

In updating your strategic plan keep a couple of things in mind. First, the goal of the PF project is to decrease alcohol consumption (adult binge drinking and underage drinking) and its consequences (alcohol-related crime, motor vehicle crashes, dependence, and abuse) in your **Community**. You should look at the evidence-based strategies in your current strategic plan and ask yourself, "will these strategies change alcohol-related problems at a community level?" Keep in mind that though a mentoring program is a good evidence-based prevention program it is unlikely by itself to make community level change. With this in mind we **Strongly Suggest** that your strategic plan include environmental policy change, and we believe the best strategic plan will be a comprehensive set of strategies that lead to community level change. Evidence-based strategies you have chosen or have changed from your strategic plan should be from the list below. A full description of these policies by causal area can be found in Appendix A, but in general they include the following:

### Retail Availability

- Mandatory Responsible Beverage Service
- Compliance Checks
- Outlet Density
- Happy Hour Restrictions
- Warning Signs Posted at Retail Establishments

### Criminal Justice

- Enforcement
- Judicial Changes
- Public Awareness of Enforcement

### Social Availability

- Social Host Liability
- Restricting Access to Alcohol
- Party Patrols
- Restriction on Drinking Locations and Possession
- Curfew Ordinances
- Noisy Assembly Ordinances

### Promotion

- Advertising Restrictions
- Counter Advertising
- Billboard Bans
- Media Advocacy Education

### Community Norms

- Alcohol Restrictions and Security at Community Events

The first step in the implementation workbook process is to list the Causal Areas and Evidence- Based Strategies identified in your current Strategic Plan.

**Table 1. Targeted Causal Areas and Identified Strategies**

Potential Causal Areas	Is Your Community Targeting this Causal Area? (Yes or No)	What Evidence-Based Strategies are being Implemented to Address this Causal Area?
Retail Availability	Yes-#3	Mandatory Responsible Beverage Server Training; Compliance Checks, Shoulder Taps, Party Patrols; Warning Signs Posted at Retail Establishments, Community Events, Schools, and Highly Visible Community Areas;
Criminal Justice	No	N/A
Social Availability	Yes-#2	Compliance Checks, Shoulder Taps, Party Patrols; Warning Signs Posted at Retail Establishments, Community Events, Schools, and Highly Visible Community Areas; Third Party Transactions; Social Host Liability; Restricting Access to Alcohol; Restrictions on Drinking Locations and Possession of Alcohol; Enforcement; Alcohol Restrictions at Community Events; Alcohol Providers and Sellers
Promotion	No	N/A
Community Norms	Yes-#1	Community Wide Campaign Compliance Checks, Shoulder Taps, Party Patrols; Restrictions on Drinking Locations and Possession of Alcohol; Counter Advertising; Media Advocacy Education; Alcohol Restrictions at Community Events; Alcohol



Potential Causal Areas	Is Your Community Targeting this Causal Area? (Yes or No)	What Evidence-Based Strategies are being Implemented to Address this Causal Area?
		Providers and Sellers; Food/Beverage
Individual Factors	No	N/A

### Question 1.

Have your targeted causal areas changed? If yes, what data supports this change?

No, the targeted areas for Goshen County have remained the same. #1-Community Norms, #2-Social Availability, and #3-Retail Availability. While we are basically focusing on the first two Causal Areas, #3-Retail Availability is a close third and does have close connection to the Social Availability.

In relation to the Community Norms Causal Area, the recent WYSAC “Your Teen & Alcohol” Survey – 2007 report indicates an increase in the percentage of parents who have talks with their child about alcohol. The latest findings evince 83.5% of parents reporting that they have serious talks about alcohol with their children. In Goshen County parents also report “It’s never OK for their teens to drink alcohol – 0 Tolerance an increase (85.1%, 2005 – 94.6% in 2007). There is a significant change in the percentage of Goshen County parents who think that only one drink is acceptable in a given day or night: from 76.9% in 2005 to 60% in 2007. Overall, however, when considering the broader community norm with acceptable number of drinks for teens, there is no significant change in the opinions of parents for the acceptable number of drinks in a given day or night; substantial majorities in all counties, including Goshen County, state that the acceptable amount is one or two drinks, reflecting a general negative consensus on the issue of underage drinking as a community norm. With regards to the second causal area, social availability again the WYSAC “Your Teen & Alcohol” Survey – 2007 parents report ease with which child can access alcohol (very easy) as a slight decrease 38.2% in 2005 to 28.3% in 2007 in Goshen County. In Goshen County it was reported by parents child has had alcohol within the past 30 days (yes) 11.5% in 2005 to 11.1% in 2007 and (no) 88.5% in 2005 to 88.9%. in 2007 While it appears there is only marginal improvement in these causal areas, from a community strategic perspective, Goshen County is at a pivotal threshold, with the creation of the STEP-UP Youth Coalition and its related activities and functions; the introduction of the ID scanner technology with alcohol establishments and Responsible Beverage Server Training; and the recent passage of local legislature, changing the scope of search warrants in the county. As strategies are developed and implemented the course of these changes will be closely monitored.

## Question 2.

Have your chosen evidence-based strategies changed from the original? If yes, what are the changes and why did you make them?

As stated in the previous question, the evidence-based strategies of the ID Scanner technology with alcohol establishments and Responsible Beverage Server Training with the latter. More recent changes include the recent passage of local legislature, changing the scope of search warrants in the county; the creation of a new strategic plan for STEP UP Youth Coalition to address community norms and social availability (through the auspices of the Prevention Block Grant – FY 2009). The STEP UP Youth Coalition change was a transition from the earlier Prevention Block Grant “Your Teen & Alcohol: Do You Really Know” campaign. This effort was in support and collaboration of the Prevention Framework and the mission to better address the problem of underage drinking in the community of Goshen County.

In our Strategic Plan we cited the use of the curriculum “The Life of an Athlete” as a strategy we would use to address Community Norms. While we still completely believe in this strategy and value its merit, we see other strategies that are more readily attainable and probably should be addressed before “The Life of an Athlete” is introduced. We would like to include “The Life of an Athlete” curriculum at a later date and possibly partner with Albany County and the Scottsbluff, NE, Project Extra Mile Youth Coalition.

After several of the CCC members meeting to discuss this issue, as well as the ongoing reflection and evaluation over the past 8 months, and e-mail discussion; the strategies we have chosen to slightly change, focus on, and implement are listed in the following. These changes were made after more in depth discussion and greater discernment following City policy changes, a greater collaboration with Law Enforcement, etc. The monthly, as compared to quarterly, grant disbursements also figured into these changes as large curriculum purchases, etc., are more difficult given the payout nature of this funding. It has come to the attention of the CCC that Goshen County is slowly, but DEFINITELY steadily, moving forward in changing the Community Norms of Underage and Binge drinking. Therefore, a strategy change is warranted.

A.) Utilizing and inundating the community with “The Line” campaign. As we have had the good fortune of being witness to others communities initiating “The Line” and having positive outcomes, we would like to enlist the further assistance of Sukle to educate and saturate our community with this already state approves scientific based promotion. Incorporating “The Line” at all county high school football fields, in some prominent public areas, on City and County vehicles and buildings, and at local events where alcohol is either served or could be a potential risk for being present. For example, (1)at the local County Fair Beer Garden, physically drawing a green line across the area where alcohol should remain and having literature available, (2)having literature available at homecoming, prom (including asking local flower shops and tuxedo rental shops to include an info card with all its purchases and rentals), graduation and other local events, (3) asking and providing liquor establishments with literature from Sukle to pass out to patrons, (4) choosing the evening of Homecoming to have booths set up at different participating liquor establishments and handing out literature to them regarding Social Hosting and providing liquor to minors, (5)partnering with the Youth Prevention Coalition-STEP UP-and its purchase and use of “Inflatable Gyms” to provide an conduit for entire family education, (6) giving the STEP UP Youth Coalition the opportunity to present to the City Councils, County Commissioners, School Board, the Goshen County Fair Board, and other civic organizations their mission, ideals, and experiences they have had with incorporating “The Line” and other trainings they have participated in, (7) assign members of the CCC to various organizations, businesses, and agencies to provide them with

educational literature to pass out to patrons, clients, etc. Then periodically check back with those participants (and report on their findings at CCC meetings) to evaluate what the perception of those patrons and clients and the businesses themselves has been, i.e.-Is it effective? Does it spark communication? Has it encouraged dialogue where it was not previously present?, etc. Then provide these individuals with a brief “5” question survey about their perceptions as an evaluative piece for us, (8) placing banners with “The Line” info and data in the county gyms. By beginning this fiscal year implementing “The Line”, we hope to utilize this awareness campaign to reach the ultimate potential goals of further Responsible Beverage Server Training, changes in the Permitting Process, Social Host Liability Strategies and Mandates, Compliance Checks-Shoulder Taps-Party Patrols, and changing Community Events.

B.) In association with the recently passed City Mandate for Responsible Beverage Server Training (RBST), the CCC would like to continue meeting with other county City Councils to encourage the passing of the same RBST mandate in their towns. Members of the CCC will also attend the RBST to become better educated and aware of the requirements. The CCC will continue to work with Torrington’s City Council, and the other county City Councils, to encourage the limitation of Alcohol Permits given to private and community functions where young people and families are present and to establish more restrictive and better monitored policies and procedures for issuing Liquor Permits. Preparing and disseminating a “Private Party” toolkit with ideas, etc., for the responsible use of alcohol, including the possible education and “check out” system for the ID Scanner.

C.) Compliance Checks and Shoulder Tap Programs-Recently a program associated with the CCC purchased an ID Scanner for use in checking IDs for tobacco sales. A local civic organization has agreed to purchase another scanner for use by the CCC to check IDs for alcohol sales. After recently attending an OJJDP Law Enforcement Training, it has come to our attention that the Project Coordinator (PC) of the CCC, and anyone else incorporating the use of the ID Scanner, must have thorough training on how to identify an “fake ID”, etc. The PC of the CCC would schedule the use of the scanner at area participating Liquor Establishments to collect data on those attempting to purchase alcohol and to act as a deterrent. A Shoulder Tap Program, in collaboration with the Torrington Police Department, would utilize youth from the STEP UP Youth Coalition in periodic unannounced Compliance Checks. Those Liquor Establishments that participate in using the ID Scanner and pass the Compliance Checks would receive certificates and be recognized as leaders in youth safety and promotion in the community through the local newspapers. Information on those establishments that do not pass the Compliance Checks will also be publicized in the local newspapers. Also-Combating against Third Party Transactions-Youth from the STEP UP Youth Coalition and other community and civic leaders have recently participated in an OJJDP Law Enforcement “Party House Bust” Training; in the same endeavor these members would continue to work with Law Enforcement to educate Liquor Establishments on how to identify a possible supplier or source and to report anything suspicious to Law Enforcement. The local Law Enforcement is also beginning to write “Obstruction” Citations for those minors that do not report who their source is. The CCC would continue to support and assist Law Enforcement with these attempts at ending this supplying by working as volunteers within a Law Enforcement initiated “Party Patrol”.

D.) Restricting Access to Alcohol and Enforcement-The CCC will begin working closely with the Mayor, Torrington City Council, and City Attorney to examine and be educated on the 12 City Ordinances that deal with drinking to examine any necessary changes that may be warranted. We will also examine the legality and possibility of encouraging Liquor establishments to document when large quantities of alcohol are purchased and by who, much the same as Keg Registration. This would assist the Law Enforcement in its efforts to investigate a source once underage drinking has been reported and confirmed. The CCC would also like to examine the possibility of working with other Prevention Programs in the state and with The Wyoming High School Athletic Association to address the excessive use of alcohol by minors,

and providing adults, at State High School Athletic events. Continuing to support the local Law Enforcement's program providing "alcohol breath testers" free of charge to parents/guardians to check to see if their minors have been drinking.

E.) Alcohol Restrictions at Community Events-Establish designated areas for drinking for adults and non-drinking for families. Encourage and, in some cases, provide other drinks for those participating in community events. The CCC would also like to sponsor a "free-will" offering BBQ at the local County Fair with engraved napkins with "The Line" data on them. Incorporate "The Line" at local rodeos and other events of this type creating specified drinking areas.

If your current plan does not include at least one evidence-based strategy per casual area from the list on page 6, or only includes CMCA, then you should meet with your CAC to review and approve changes. This makes for a more effective planning process and creates important "buy in" for CAC members as you move forward with the implementation of your PF strategies. Figure 1 below details one possible process for working with your CAC to update the PF strategic plan. Feel free to use this process as outlined or to pick and choose the portions that will be most important for your CAC. The PF coordinator and/or WyPTAC representatives can meet with your coalition to aid in this process if you would like.

**Figure 1. Steps to Working With a CAC to Update or Create a Strategic Plan**

1. Call a meeting of your coalition and get as many people there as possible. Inform coalition members that this is the meeting where they will choose from the various policy changes/evidence-based strategies within the causal areas chosen in the needs assessment workbook.
2. On a white board, blackboard, or and easel print the titles of the two casual areas identified in your needs assessment workbook. For example, social availability and community norms.
3. Under each casual area, write the list of evidence-based strategies for that casual area shown on page six of this workbook. These will be the strategies in which the coalition will chose from to work on.
4. Begin the meeting by reviewing the results of the needs assessment with the coalition, the casual areas chosen and the evidence-based strategies under each casual area.
5. Facilitate a discussion of the strategies under one causal area. The discussion should be about what each strategy is, what it would take to get that strategy/change accomplished in the community, and how many of the listed strategies could be attempted by the coalition. The coalition should probably attempt no more than two strategies under each casual area. Discussion of the strategies under each casual area should be limited to around thirty minutes.

6. When the discussion of strategies is concluded, give each person a magic marker or two stick-on dots and have each coalition member go to the list of strategies and vote for the two they believe would have the highest impact on the community, that they would be interested in working on, and that they believe would have a good chance of successfully being accomplished. Count the votes and note the two strategies that received the most votes.
7. Move on to the next casual area and go through the same steps as outlined above for selecting policy changes/strategies.
8. At the completion of the selection process you should have at least two and up to four policy changes voted on to accomplish. Facilitate a discussion of how many strategies the coalition believes it can work on. A minimum of two should be chosen.
9. Inform the coalition that the next meeting will focus on identifying the action items that would be necessary to get the changes accomplished. Schedule the next meeting and have them think about what the action items might be before you meet again.

## **Identification of Community Prevention Efforts**

In Table 2 below, list all prevention efforts and initiatives running in your community which may impact the PF project. The table has been pre-populated with a number of projects that are likely in your communities already, and several blank rows have been included for other potential projects. Also, list the strategies being implemented, any important dates that each program has identified on their implementation calendar, if any, and the local contact for each project.

**Table 2. Local Community Prevention Efforts**

Local Prevention Initiatives other than the PF	Strategies	Critical Dates	Local Contact
Federal Prevention Block Grant	Peak Wellness Center (*) is in the process of transitioning this grant to the STEP UP Youth Coalition (*) in connection with Comprehensive Community Coalition.	September '08-school activity planning, November '08-Talent Show, May '09-Teen Dance, June '09-Live Concert-Battle of the Bands	John Barrera, Amanda Dykes
Most of Us Social Norming Campaign	Recently received MOU for state contract. Goshen was in the process of changing fiscal agents when this began, so we are just now going to be starting our collaboration with this state wide effort.	STEP 4: Communications/Market Plan Webinar Tuesday, August 19, 2008 1:00 PM - 2:00 PM MDT	Wendy Applegarth, Amanda Dykes, Lynette Saucedo
"The Line" Social Marketing Campaign	Recently received MOU for state contract. Goshen was in the process of changing fiscal agents when this began, so we are just now going to be starting our collaboration with this state wide effort.	Our adult and youth coalitions will begin implementing this campaign in the local schools, businesses, and organizations in October with a correlation with Red Ribbon Week (beginning October 21 <sup>st</sup> ).	Wendy Applegarth, Amanda Dykes, Lynette Saucedo, Cathy Deahl
Wyoming's First Lady's Initiative	Currently in the process of completing MOU, Alternative Activities	TBA-Local School District's Homecomings, Proms, Graduations, and other School District and community events.	Wendy Applegarth, Amanda Dykes, Lynette Saucedo, Cathy Deahl
Community Initiative to integrate prevention	Peak Wellness Center (*) "Do You Know Campaign?"	N/A	John Barrera
FACE	Will be using funds from WFLI, Block Grant, etc., to incorporate educational and alternative activities strategies for school district and community events. Would like sponsored youth to attend National FACE Conference in 2009. Working with Albany and Platte counties to plan a	Fall mini workshop, August 21-23, OJJDP Leadership Conference, Nashville, TN	Wendy Applegarth, Amanda Dykes, Lynette Saucedo, Cathy Deahl

	Leadership mini workshop trip to HR Camp at Laramie Peak this Fall. Also taking 4 sponsored youth to the OJJDP Leadership Conference in Nashville August 21-13, 2008.		
State Sponsored Anti-Drug Programs	Goshen County Youth Alternatives (*), Peak Wellness Center (*), CPHI (Meth Grant)	Ongoing	Wendy Applegarth, Joel Burian
School Prevention Programs	Goshen County Safe and Drug Free Schools (*), DARE (*), SF 76	Quarterly SDFS meetings and as needed committee meetings, DARE programs in schools during the academic year, SF 76 Funds being utilized for Challenge Days in the Goshen County Middle and High Schools and to fund Youth Coalition members going to the OJJDP Leadership Conference in Nashville	Cathy Deahl, Chief Billy Janes, Wendy Applegarth, Amanda Dykes, Lynette Saucedo
Law Enforcement Prevention Programs	DARE (*), PBT (portable breath testers), BreathScan Alcohol Detectors	DARE Programs in schools during the academic year, alcohol testers readily available at Police Department	Chief Billy Janes
Suicide Prevention Programs	There are no organized programs in Goshen County	N/A	N/A
Wyoming Tobacco Prevention and Control Program	Goshen County Youth Alternatives (*)	Ongoing	Wendy Applegarth
(*)Comments	Nearly all the pertinent organizations and agencies within Goshen County that directly involve alcohol or substance use are members of the Comprehensive Community Coalition and therefore collaborate and work VERY WELL together to reach the greatest number of individuals with the most educational information, project and programs possible.		



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## Creation of a Prevention Framework Calendar

This section requires you to work with your CAC to create a two year calendar for the PF project. You will do this by placing the steps to accomplish each strategy in your revisited strategic plan and each strategy from **Question 4-Where is *Question 4?*** above on a Google Calendar. The directions on how to use Google Calendar are below, and Table 3 provides a template for how to plan each of your PF strategies. It is not necessary to list all the steps required to accomplish the strategies of other local prevention initiatives. Rather, it is important to know about when and where these strategies will take place in order to plan your own efforts. For example, if the local tobacco coalition is attempting to pass a smokefree ordinance in the summer of 2008 you may want to wait to push the city council to address alcohol ordinances at community events until 2009. An example of an Activities Calendar for a secondhand smoke ordinance, without identification of responsible parties, can be found in Appendix B.

Figure 2. Steps to Working With a CAC to Update or Create an Action Plan Calendar

### Action plan calendar steps

1. Buy two desktop calendars for the year 2008. One will be used for 2008 and the other will be used for 2009, unless you can actually find a 2009 calendar.
2. Before the calendar meeting begins, tape the months of the calendar in order up on a wall and put the dates of any of the calendar items from other prevention programs on the calendar. Other prevention dates will help determine dates you can use to reinforce your strategy or avoid, if necessary.
3. Have the coalition discuss the action steps that will need to be taken to get the strategy or strategies implemented. (These are the strategies identified under the first causal areas addressed in the selection process.) List those items on an easel, white or black board. Action steps, for example, may be:
  - Conduct research on the policy change to know as much about it as possible
  - Determine if any policies exist currently
  - List key leaders and other interested people who would be willing to support and work on the change – develop a strategy to recruit them
  - Determine who actually makes the decision on the change, e.g. city council
  - Survey the council, for example, and find out what their attitudes are for the change
  - Determine if there is a need for a media education campaign
4. Once the list of action items is identified, put them in order of what item needs to be accomplished first and so on until all the action items have been put in order. Depending on how easy or difficult the coalition believes the strategy may be in getting accomplished, to a large degree, will determine the overall length of the timeline. A strategy involving changing a community event may take three months, while getting a city council to pass an open container ordinance may



take a year.

5. Once the action items are in order, begin writing each action step on the calendar according to when it needs to be accomplished. Determine how long it may take to get it done before the next item is put on the calendar. At the end of this process you should have a timeline of necessary action items to accomplish the listed strategy.
6. Once all the action steps have been put onto the calendar, go back to the first step and with that step, and every step to follow, determine who will be in charge of see that step through.
7. When step six is completed, you should have a timeline of action steps and assignments written on a calendar. A progress report of the timeline should be included on the agenda of every future regularly scheduled coalition meeting.

Note: Timelines can be adjusted if specific action items are accomplished either faster or slower than anticipated.

8. Transfer all the identified steps, for the coalition's strategy and any other prevention program, on a Google calendar.

Once the wall calendar is completed place the action steps, dates, and responsible parties from the wall calendar into table 3.

**Table 3a. Steps to Accomplish PF Strategies**

Strategy: Community Norms-Community Wide Campaign		
Action Steps	Day/Month/Year of Completion	Responsible Party
Set Up Conference Call with Sukle to discuss “The Line” project and timelines, place order for the materials we will not have printed.	August 15, 08	Amanda Dykes
Take CD to printers to have printing materials made.	August 25, 08	Amanda Dykes
Collaboration with Tobacco Prevention Booth at Kids Safe Fair to provide informational and education Alcohol Prevention “The Line” materials	September 6, 08	Wendy Applegarth, Joel Burian
Contact Goshen Area Governments (GAG) and schedule presentation at monthly meeting.	September 8 & 25, 08	Contact by Amanda Dykes on 9-8, present on 9-25
Contact the Goshen County Fair Board and schedule a meeting and presentation with the CCC. Propose a County Fair Banner paid for and promoting “The Line” and the Fair, rather than a Budweiser banner. Also, encourage “The Line” be used at rodeos, etc.	September 8, 08	Bryan Moorehouse
Contact Torrington Mayor and schedule City Council presentation on “The Line”. Inform them of plan, with Mayoral support, to place the promotional information and material in City and County vehicles-law enforcement, emergency vehicles, utility vehicles, in utility bills, in various Banks’ patrons’ statements, at community events, etc.	September 16, 08	Wendy Applegarth, John Barrera, Joel Burian, Cathy Deahl, Amanda Dykes, Lynette Saucedo, and members of the STEP UP Youth Coalition
Contact Lingle, Ft. Laramie, and Yoder Mayors and schedule City Council presentation on “The Line”. Inform them of Torrington plan, with Mayoral support, to	September 22, 08	Wendy Applegarth, John Barrera, Joel Burian, Cathy Deahl, Amanda Dykes, Lynette Saucedo, and members of the STEP UP Youth Coalition

place the promotional information and material in City and County vehicles-law enforcement, emergency vehicles, utility vehicles, in utility bills, in various Banks' patrons' statements, at community events, etc. Request opportunity to do the same in their communities.		
Comprehensive Community Coalition Meeting to identify who will be contacting and in charge of promoting and disseminating materials and information to which businesses, organizations, etc., within entire county.	September 18, 08	CCC Board Meeting
Contact Connie Addy, County Clerk and schedule to present at a County Commissioner meeting, "The Line" campaign. Inform them of plan, with Mayoral support, to place the promotional information and material in City and County vehicles-law enforcement, emergency vehicles, utility vehicles, in utility bills, in various Banks' patrons' statements, at community events, etc.	September 23, 08	Wendy Applegarth, John Barrera, Joel Burian, Cathy Deahl, Amanda Dykes, Lynette Saucedo, and members of the STEP UP Youth Coalition
Contact Central Administration to be placed on the Agenda for School Board Meeting	September 23, 08	Amanda Dykes
Give "The Line" Presentation to the Goshen County School Board.	October 7, 08	Wendy Applegarth, John Barrera, Joel Burian, Cathy Deahl, Amanda Dykes, Lynette Saucedo, and members of the STEP UP Youth Coalition
Contact Schools about placing "The Line" Banners in all Middle and High School Gyms-county wide. Also give the school "The Line" T-shirts to be thrown into the crowd at homecoming and other games and other events.	October 8, 08	Amanda Dykes-Lingle/Ft Laramie Lynette Saucedo-Torrington Joel Burian-Southeast
Disseminate "The Line" info/schedule time with	October 21, 08	

businesses and organizations to check back and see how things are going and if they need more materials. Encourage HUGE promotional Liquor Establishment campaign push during homecomings, proms, graduations, Fourth of July, etc.		
Establish “The Line” promotional materials within Liquor Permit Toolkit for Council review.	February 10, 09	Amanda Dykes
Contact local banks to request the opportunity to place “The Line” material in bank statements.	October 21, 08	Amanda Dykes
Develop 5 question survey to distribute to businesses and organizations to determine what their reactions and patron reactions were to “the Line”.	For CCC voting on November 20, 08	John Barrera
Distribute Survey and schedule 5 day pick up	December 1, 08	CCC Board Members
Request from local agencies-law enforcement data, school infractions data, etc.	Initial request to inform of intent-December 8, 08, Final request April 6, 09	Amanda Dykes
Compile and evaluate all survey and agency data.	April 16, 09	CCC Board Members

**Table 3b. Steps to Accomplish PF Strategies**

Strategy: Social Availability-Responsible Beverage Server Training in County		
Action Steps	Day/Month/Year of Completion	Responsible Party
Members of CCC attend the RBST to become better informed of the process.	September-November, 08	Amanda Dykes and other available members
Encourage youth from the STEP UP Youth Coalition to begin meeting and planning strategies to promote RBST in the outlying smaller towns of Goshen County. CCC members work with these youth to develop presentation.	November 9, 08	All members of STEP UP, Wendy Applegarth, Amanda Dykes, Lynette Saucedo
Contact Connie Addy, County Clerk to schedule a meeting with the County	November 10, 08	Contact by Amanda Dykes, All members of STEP UP Youth Coalition and CCC present

Commissioners on RBST (Tips) Training already mandated by the City of Torrington. This meeting would be used to try to encourage the Commissioners to require this training of all other Liquor Establishments throughout the county.		
Contact organizers of the County GAG meeting and schedule presentation on RBST.	November 10 & 27, 08	Contact by Amanda Dykes on 11-10, All members of STEP UP Youth Coalition and CCC present on 11-27.
Contact Lingle, Ft. Laramie, and Yoder Mayors and schedule City Council presentation on Torrington's RBST mandate and the reasons why. Encourage them to pass the same mandate for their communities. Invite them to trainings.	December 2, 08	Initial contact made by Amanda Dykes on 12-2, All members of STEP UP Youth Coalition and CCC present

**Table 3c. Steps to Accomplish PF Strategies**

Strategy: Social Availability-Social Host Liability Ordinance		
Action Steps	Day/Month/Year of Completion	Responsible Party
Support Torrington Police Department's on-going effort to issue "Obstruction of Investigation" Citations to those that do not divulge alcohol sources and those that do not allow access to property where youth are known to be drinking. Place article in local newspaper regarding what will happen to those that provide alcohol or private property to youth for parties.	October 21, 08	Amanda Dykes

Provide Chamber of Commerce and rental halls with information about the Social Hosting Liability. Place poster size WARNING signs at participating liquor establishments.	October 21, 08	Amanda Dykes
Research and draft specific example Social Hosting laws from other communities.	November 08-January 09	Amanda Dykes with volunteer committee
Contact Goshen County City Councils and County Commissioners to schedule presentations at meetings on the Social Hosting Law.	February 17, 09	Amanda Dykes & committee
Meet with City and County Judges to encourage stiff fines for those cited for "Obstruction" and to encourage template Search Warrants, as drafted by the OJJDP, in Judge's offices so that they may be more easily and timely obtained and served during late night and early morning hours.	January-March, 09	Amanda Dykes, Chief of Police Billy Janes, Wendy Applegarth, Mayor Leroy Schaffer, Chief Bryan Moorehouse, Lynette Saucedo
Establish Social Hosting liability information within Liquor Permit Toolkit for Council review.	March 10, 09	CCC Volunteer Committee, presentation Amanda Dykes

**Table 3d. Steps to Accomplish PF Strategies**

Strategy: Social Availability and Community Norms-Permitting Process		
Action Steps	Day/Month/Year of Completion	Responsible Party
Meet with Torrington City Council to support and encourage the already present consideration to NOT issue liquor permits to private or community events where youth will be present.	October 14, 08	Amanda Dykes
Schedule a Training with Chief Billy Janes to train individuals from the STEP UP Youth	November 11, 08	Amanda Dykes, Chief Billy Janes

Coalition, CCC, and selected, screened community volunteers to be involved with random and frequent Compliance Checks and Shoulder Tap programs.		
Invite the local newspaper to do articles on those businesses that pass Compliance Checks and those that do not. Award those businesses that pass with certificates and have story in newspaper with youth presenting certificates.	November 17, 08	Amanda Dykes
Work with the Law Enforcement to recruit and train civic leaders and parents to be part of Volunteer Party Patrols.	November 08-August 09	Members of the CCC
Review other communities permitting process, including that of Evanston. Report on this to City Councils.	December 08-February 09	Volunteer CCC Committee
Propose that the CCC and STEP UP assemble a “Liquor Permit Toolkit” to be given to and abided by each entity that is granted a liquor permit (private and establishment). This would include guidelines adapted from other communities and from the suggestions in the back of the IW under B. II-“Restricting Access to Alcohol”, B. IV-“Restrictions on Drinking Locations and Possession of Alcohol”, and E. VII-“Food/Beverage”. It would also include “The Line” information, suggestions for how to host a party for youth without alcohol, schedules and encouragement to attend RBST (at some point may even be requirement of permit issuance), encouragement and	February 10, 09	Amanda Dykes & Cathy Deahl

directions to utilize Coalition ID Scanner, posters to warn of the illegality and penalties of serving and providing to minors, etc.		
Request the City Council to require those requesting a private liquor license to have the function either catered by a trained Liquor Establishment employee or require the “responsible party” for the private function to attend the RBST training.	February 10, 09	Amanda Dykes & Cathy Deahl
Meet with County City Councils to encourage they follow Torrington in NOT issuing liquor permits to private parties or community events where youth will be present and adopt and distribute the “Liquor Permit Toolkit”.	March-May 09	Amanda Dykes, Mayor Leroy Schaffer, Chief Billy Janes
Provide Chamber of Commerce, rental halls, and local Newspaper with information about the Restrictions on Liquor Permits concerning youth and the toolkit.	May 09	Amanda Dykes



**Table 3e. Steps to Accomplish PF Strategies**

Strategy: Community Norms-Community Events		
Action Steps	Day/Month/Year of Completion	Responsible Party
Meet with Fair Board and County Commissioners to encourage the adoption of liquor permit restrictions at the Goshen County Fair	September 8, 08	Chief Bryan Moorehouse and CCC members
Contact the local photography studios, flower shops and tuxedo rentals and provide them with “The Line” promo materials to pass out to those having Senior Pictures taken, purchasing flowers and/or renting tuxes for homecomings, proms, and graduations.	September 8, 08; March-August 09	Amanda Dykes
Encourage Liquor Establishment to utilize “The Line” promo materials by placing them in bags, etc. To especially saturate with them close to homecomings. Proms, graduations, Fourth of July, Labor and Memorials days, etc.	September 08-August 09	CCC Members
Continue to inundate the community on “The Line” promotions. Contact the Chamber of Commerce and request a list of community events to offer “The Line” info and any other assistance or education members of the CCC or STEP UP Coalitions could provide.	September 08-August 09	CCC Members
Contact Schools to set up informational tables at P/T conferences to pass out literature to parents and make them aware also of the PBT’s available from the Police Department and their level of confidentiality.	October 13, 08	Amanda Dykes, Cathy Deahl
Assign CCC members to	January 09	Volunteer CCC Committee

contact different donors for supplies for a Free Will Donation Hamburger Fry.		
Designate specific drinking areas at the Pig Wrestling	August 09	Amanda Dykes, CCC Committee
Paint “The Green Line” in front of the Beer Garden and put up banner.	August 09	Amanda Dykes, CCC Committee
Enter a float in the parade promoting the mission of the Prevention Framework Project and inviting community to Free Hamburger Fry.	July-August 09	CCC and STEP UP Members
Host a free-will donation hamburger fry after the parade (with donated supplies) and use that opportunity to pass out “The Line” information.	Parade Day-July 30, 09	CCC and STEP UP Members

Take the information from Table 3 and transfer it into a Google Calendar. The purpose of the Google Calendar is to help coalition members, WyPTAC, WySAC, and State Prevention Coordinators follow your progress and provide support and technical assistance. Please find instructions for building your Google Calendar in Appendix C.

## Prevention Framework Budget for October 2008 through September 2009

COST DESCRIPTION	STRATEGY 1 (Name)	STRATEGY 2 (Name)	STRATEGY 3 (Name)	TOTAL BUDGET
<b>PERSONAL SERVICES</b>				
Salaries & Wages	\$43856.46	Same	Same	\$43856.46
Employer Paid Benefits	\$2835.00			\$2835.00
<b>SUPPORTING SERVICES</b>				
Communications:				
Internet	N/A	N/A	N/A	N/A
Telephone	N/A	N/A	N/A	N/A
Vehicle Expenses	\$500.00	Same	Same	\$500.00
<b>TRAVEL/TRAINING/MEETINGS</b>				
Travel In-State	\$2000.00	Same	Same	\$2000.00
Travel Out-of-State	\$2000.00	Same	Same	\$2000.00
Training Costs	\$500.00	Same	Same	\$500.00
Miscellaneous Meeting Exp.	\$500.00			\$500.00
<b>SUPPLIES</b>				
Consumable Supplies	\$1000.00	Same	Same	\$1000.00
Commercial Printing	N/A	N/A	N/A	N/A
Publications Purchased	\$4402.00	N/A	N/A	\$4402.00
<b>ADVERTISING/MEDIA COSTS</b>				
<b>EQUIPMENT RENTAL</b>				
<b>CONTRACTUAL SERVICES (please describe)</b>	\$16114.54	Same	Same	\$16114.54
1.WyPTAC	\$5916.64	Same	Same	\$5916.64
2.WYSAC	\$3697.00	Same	Same	\$3697.00
3.Dana Cole-Accounting Fees	\$3000.00	Same	Same	\$3000.00
4.Fiscal Agent Fees-City of Torrington	\$3500.00	Same	Same	\$3500.00
5.				
<b>OTHER COSTS (specify)</b>				
A. Bank Fees	\$250.00	Same	Same	\$250.00
B.				
C.				
D.				
<b>TOTAL</b>	\$73958.00			

## Budget Narrative:

- Salaries and Wages (\$43,856.46): Provides funding for a project coordinator, compensated Board officers and members based on participation, and salaries to be paid to the agencies actively involved with the coalition.
- Employer paid benefits (\$2835): Provides funding for Medicare, WC, and FICA for Project Coordinator
- Vehicle Expenses (\$500): Provides funding to cover the cost of the potential need of rental car service for training and travel related to the PF project.
- Travel In state (\$2000): Provides funding for Project Coordinator and Board officers/coalition members to attend mandatory and selective in-state trainings directly related to the PF project.
- Travel Out-of-State (\$2000): Provides funding for national conferences and trainings necessary for continuing for furthering education to assist in providing sustainability for PF programs/strategies.
- Training Fees (\$500): Provides funding for fees associated with trainings such as registration fees.
- Misc. Meeting Exp (\$500): Provides funding to allow for rented meeting space or other associated meeting expenses.
- Office – Consumable(\$1000): Provides funding for all office supplies necessary to maintain programs/projects
- Publications Purchased(\$4402): This provides for the purchase of Sukle “The Line” promotional and educational material for Table 3a.-Strategy #1- Community Norms-Community Wide Campaign.
- Equipment Maintenance (\$250): Provides funding for reimbursement of wear and tear of borrowed copier.
- Contractual Services (\$16,114.54): Provides funding for –  
WypTAC- 8% of budget = \$5916.64, technical assistance  
WYSAC – 5% of budget = \$3697.00, evaluation  
Dana Cole = \$3000, accounting fees  
Fiscal Agent Fees = \$3500
- Bank Fees(\$250): Provides funding for checks and other fees associated with a business banking account

# Appendix A: Causal Areas and Evidence-Based Strategies

## A. Retail Availability

### I. Mandatory Responsible Beverage Service

According to the National Highway Traffic Safety Administration, a responsible beverage service program has two goals:

- To establish policies and procedures in retail alcohol outlets for preventing alcohol sales and service to minors and intoxicated persons.
- To train managers and servers/clerks to implement those policies and procedures effectively. Server/clerk training focuses on serving and selling procedures, signs of intoxication, methods for checking age identification, and intervention techniques. Manager training includes the server/clerk training as well as policy and procedures development and staff supervision.

A program is designated as mandatory if state law requires at least some alcohol retail employees to attend an RBS training. Thirteen states require some type of RBS training, but these states vary widely in who must participate: Wyoming does not have any RBS provisions, laws or incentives reported. Some of the provisions your community can work on include;

- Type of employee: Statutes may require owners or licensees, managers and servers/clerks, or a subset of these classifications to participate;
  - Type of outlet: Statutes may require either on-sale or off-sale establishments, or both, to participate; and
  - Date of license issuance: Statutes may require participation from establishments with licenses issued after the legislation is enacted or from all establishments, regardless of the date of the license.
- Please see the following website for more specific information on this topic.  
<http://www.nhtsa.dot.gov/people/injury/alcohol/AlcBevContWeb/pages/RespBevService.html>
  - <http://www.epi.umn.edu/alcohol/sample/ordinanc.shtm>

## II. Compliance Checks/Retail Compliance Checks

Your community should begin developing a protocol for compliance checks.

A compliance check is a tool to identify alcohol establishments that sell alcohol to underage youth. The practice of conducting compliance checks can be:

- Mandated by a local ordinance that outlines standards for conducting the checks, people or agencies responsible for conducting the compliance checks, and penalties for establishments, servers and sellers who illegally sell or serve alcohol to underage youth.
- Voluntarily implemented by law enforcement or licensing authorities.

Compliance checks can be used for two purposes:

- Enforcement: to enforce state criminal statutes, local administrative ordinances, or both.
- Educational: to identify, warn, and educate alcohol establishments that serve or sell alcohol to underage youth.

Generally, compliance checks are implemented by the following procedures: A plan should be developed in union with law enforcement to ensure legality of procedures.

- Alcohol licensees are informed that compliance checks will occur at various times throughout the year and about potential penalties for selling alcohol to underage youth.
- While an enforcement agent (police officer or other authorized person) waits outside the premises, a person under age 21 attempts to purchase or order an alcoholic beverage.
- If the alcohol establishment sells alcohol to the young person, the enforcement agent issues a citation either to the seller/server or to the establishment:
  - The police officer may charge the server or seller who sold the alcohol (when compliance checks are used to enforce state laws governing servers and sellers.)
  - The officer may issue an administrative citation, which is imposed upon the alcohol license holder rather than the individual server or seller (when compliance checks are used to enforce local administrative ordinances.) Because administrative charges are easier, faster, and less expensive to prosecute, they can be the best option-and in some communities the only option-for penalizing alcohol establishments.

Implement vigorous, well designed, fair, and consistent retail compliance checks. Work with the community to build support and awareness of the compliance check program.

- Retrieved from: The Alcohol Epidemiology Program at the University of Minnesota suggests: <http://www.epi.umn.edu/alcohol/policy/compchks.shtml> (retrieved 5/19/08)
- <http://wdh.state.wy.us/mhsa/prevention/Freenocost.html>
- <http://www.pubmedcentral.nih.gov/articlerender.fcgi?artid=1933529>

- The youthinaction.org website offers an Alcohol Purchase & 'Shoulder Tap' Surveys: How-To Guide at  
<http://www.youthinaction.org/index.cfm?cID=about&scID=infoDetail&ID=1349>

### III. Outlet Density

Outlet density is defined as the amount of liquor licenses existing within an established geographic area. Studies have demonstrated a strong correlation between outlet density, heavy and frequent drinking, and drinking related problems.

- **Type of Licenses**

Generally there are two broad categories of alcohol licenses. On-site licenses are for businesses such as bars and restaurants that sell alcohol for consumption on the premises. Off-site licenses are businesses such as grocery stores, liquor stores, convenience stores and corner markets that sell alcohol for consumption off site. One-day licenses are for the sale of alcohol at special events.

- **Location of Licenses**

Local governments may use various guidelines to determine the appropriateness of an alcohol license in an application's proposed land-use environment. They may consider restrictions on location, based on proximity of the proposed license to schools, churches, hospitals, residences and playgrounds. They may also consider the current density of alcohol licenses in the area of the application, whether it would create traffic problems, whether it is a high crime area, and whether it might contribute to law enforcement problems.

Local jurisdictions can pass ordinances to put distance limits on new alcohol licenses, such as having no new license within 1,000 feet of an existing license. Alcohol may be prohibited by local ordinance in public parks, at beaches or by rules about public locations such as sports arenas and community centers.

The community can work to reduce outlet density by making ordinance changes to the following:

- Reduce the number of on-site licenses
- Reduce the number of off-site licenses
- Location of licenses
  - <http://www.niaaa.nih.gov/>
  - <http://www.hsph.harvard.edu/amod/pdf/GIS.pdf>,  
<http://alcalc.oxfordjournals.org/cgi/content/abstract/39/4/369>
  - [http://www.capitolneighborhoods.org/pdf/fact\\_sheet\\_outletdensity\\_2\\_03.pdf](http://www.capitolneighborhoods.org/pdf/fact_sheet_outletdensity_2_03.pdf)
  - [http://www.thecommunityguide.org/alcohol/alcohol\\_outlet\\_density.htm](http://www.thecommunityguide.org/alcohol/alcohol_outlet_density.htm)
  - [http://www.marinstitute.org/alcohol\\_policy/alcohol\\_licenses.htm](http://www.marinstitute.org/alcohol_policy/alcohol_licenses.htm)

## IV. Happy Hour Restrictions

Drink promotions and happy hours are practices that may contribute to excessive and rapid consumption of alcohol, if not adequately controlled. These include things such as events or theme nights where certain people receive free drinks. Promotional activities such as “buy one get one free”, or promotional activities that require people to drink more than four standard drinks in a day to win a prize. Your community can work on happy hour restrictions by;

- Changing laws that define what's considered ONE drink
  - Changing laws concerning the time allowed for happy hour or between happy hours
  - Putting restrictions or banning promotional activities including shot girls
  - Restrict individuals from buying an entire pitcher of beer or bottle of wine
  - Restrictions on drink promotions
- <http://media.www.dailyillini.com/media/storage/paper736/news/2007/03/16/News/Proposed.Happy.Hour.Laws.Could.Put.Restrictions.On.Local.Bars-2777697.shtml>
  - <http://www.jointogether.org/keyissues/laws/life-saving-laws-readmore.html>

## V. Warning Signs Posted at Retail Establishments

Obvious posting of warning signs in one or more store locations (e.g., near the checkout counter or storefront window) to deter potential underage buyers.

Your community can work toward making Responsible Vendor Programs, or ordinance or licensing changes with requirements including;

- Stores must have obvious posting of warning signs in one or more store locations (e.g., near the checkout counter or storefront window.)
  - Stores must post a warning sign regarding the minimum legal drinking age and the store's alcohol sales policy.
  - The RVP could offer incentives for on- and off-premise outlets, such as reduced sanctions for selling to underage buyers (e.g., lower fine for selling alcohol to an underage buyer and no suspension of the store's alcohol sales license.)
- <http://www.pubmedcentral.nih.gov/articlerender.fcgi?artid=1933529>
  - [http://www.servsafe.com/downloads/pdf/ssa\\_keylaws/Wyoming.pdf](http://www.servsafe.com/downloads/pdf/ssa_keylaws/Wyoming.pdf)

### a) Third Party Transactions

A third-party sale occurs when an adult buys alcohol for an underage youth from a commercial establishment for his or her underage consumption. In some cases, the adult will ask for or accept a fee and/or a portion of the alcohol in exchange for making the purchase. The amount of alcohol obtained by underage drinkers from these transactions can range from one drink in a bar to a keg of beer.

All states and local jurisdictions have laws and ordinances that restrict underage youths' ability to obtain alcohol. Depending upon the language of these statutes, many may include provisions that



directly address third-party sales. Other states and communities have complemented their basic laws regarding underage drinking with specific laws and ordinances constructed with the reduction of third-party sales in mind.

Other programs that can help:

- Shoulder tap programs to reduce purchase of alcohol for minors by adult strangers. Instruct retailers regarding their role in preventing shoulder tapping; if the practice continues repeatedly outside a retail establishment and the retailer refuses to take action despite instruction and warning, utilize public nuisance regulations to impose sanctions.
- Source investigations which conduct investigations after arrests or citations are issued and to identify how and from whom minors are obtaining alcohol.
- Use “cops in shops” programs sparingly and only for possible limited targeting of retail outlets popular with youth purchasers. Establish a working relationship with retailers as a first step toward implementing a comprehensive prevention strategy that includes compliance-check program.

- [http://www.publicstrategies.org/pdfs/ventura\\_special\\_events\\_updated.pdf](http://www.publicstrategies.org/pdfs/ventura_special_events_updated.pdf)
- <http://wdh.state.wy.us/mhsa/prevention/Freenocost.html>
- [http://www.2young2drink.com/law\\_enforcement/Reducing3rdPartyTransactions.pdf](http://www.2young2drink.com/law_enforcement/Reducing3rdPartyTransactions.pdf)
- <http://www.epi.umn.edu/alcohol/sample/ordinanc.shtm>
- [http://www.lcb.state.pa.us/phe/interior/default.php?tID=Best%20Practices&sID=Source%20Investigation%20Project&cID=bPractices\\_SIP](http://www.lcb.state.pa.us/phe/interior/default.php?tID=Best%20Practices&sID=Source%20Investigation%20Project&cID=bPractices_SIP)

## B. Social Availability of Alcohol

### I. Social Host Liability (enforcement)

Social host liability laws (also known as teen party ordinances, loud or unruly gathering ordinances, or response costs ordinances) target the location in which underage drinking takes place. Social host liability laws hold non-commercial individuals responsible for underage drinking events on property they own, lease, or otherwise control. They send the message that other adults have a responsibility in the way they manage their homes, rentals, and other private property to prevent underage drinking parties and their consequences.

- Under social host liability laws, adults who serve or provide alcohol to minors or persons who are obviously intoxicated can be held liable if the person who was provided alcohol is killed or injured, or kills or injures another person.
- In some states, social host liability is covered under dram shop law. Dram shop liability refers to a drinking establishment's potential financial liability for serving alcohol to an intoxicated or underage person who later causes injury to a third party. However, dram shop law normally only covers commercial service and not private parties.
- Note that social host laws vary from state-to-state. Some state laws may only target those who provide to underage youth vs. intoxicated persons.

A checklist for drafting and underage drinking party (social host) ordinance is available at the first website listed.

- <http://www.cslep.org/Publications.aspx>
- <http://www.socialhost.org/>
- <http://www.epi.umn.edu/alcohol/policy/hostliab.shtm>

### II. Restricting Access to Alcohol

State, local laws and regulations can be effective at reducing underage access to alcohol. The right laws and regulations can minimize opportunities for young people to use alcohol and maximize the opportunities for effective enforcement and prevention.

Your community can work to change these laws and regulations to:

- Restrict the commercial availability of alcohol to youth, with a focus on the practices of alcohol retailers.
- Restrict social availability to youth with a focus on non-commercial sources of alcohol and non-commercial venues where young people consume alcohol.
- Restrict youth possession to deter young people from attempting to purchase or consume alcohol.
- Require retailers to identify kegs with a tag, sticker, or other form of identification. At purchase, the retailer requires a deposit and records the purchaser's name, address etc.

The following website is a guide to assist in making such changes.

- <http://www.udetc.org/documents/accesslaws.pdf>

- [http://resources.prev.org/resource\\_pub\\_pud.pdf](http://resources.prev.org/resource_pub_pud.pdf)
- [http://www.epi.umn.edu/alcohol/policy/img/SOCIAL\\_COMBINED\\_2005.PDF](http://www.epi.umn.edu/alcohol/policy/img/SOCIAL_COMBINED_2005.PDF)

### **III. Party Patrols**

Many states do not prohibit youth possession in private residences or permit parents to supply alcohol to their minor children. Police detecting a teen party may not have legal grounds to enter the premises, be unable to confiscate the alcohol, trace its origin, or hold the adult householder responsible for allowing the party on the premises. In an effort to combat one of the largest sources of teenage drinking your community could:

- Implement teen party ordinances that prohibit teen drinking parties at private residences and impose fines and fees on the responsible householder.
  - Restrict and monitor teen parties at motels and hotels.
- [http://resources.prev.org/resource\\_pub\\_pud.pdf](http://resources.prev.org/resource_pub_pud.pdf)

### **IV. Restrictions on Drinking Locations and Possession of Alcohol**

Communities often have special temporary licenses for alcohol sales at special events such as fairs, rodeos, celebrations, and sporting events. They are often readily available at low cost with few restrictions. These events create high risk for underage drinking and other related problems. Some steps your community can take to reduce these risks include:

- Restricting the issuance of licenses at youth-oriented and family-oriented events.
- Prohibiting alcohol sales at specific venues popular with youth.
- Designating alcohol-free days or periods within longer events such as community fairs.
- Establishing restricted drinking sections where young people are not permitted to enter.
- Prohibiting participants from bringing alcohol into the event
- Requiring responsible beverage service management policies and training.

[http://resources.prev.org/resource\\_pub\\_pud.pdf](http://resources.prev.org/resource_pub_pud.pdf)

[http://www.epi.umn.edu/alcohol/policy/img/SOCIAL\\_COMBINED\\_2005.PDF](http://www.epi.umn.edu/alcohol/policy/img/SOCIAL_COMBINED_2005.PDF)

[http://www.epi.umn.edu/alcohol/policy/img/SOCIAL\\_COMBINED\\_2005.PDF](http://www.epi.umn.edu/alcohol/policy/img/SOCIAL_COMBINED_2005.PDF)

### **V. Curfew Ordinance/Programs**

A curfew ordinance may help reduce the likelihood that children will be the victims of criminal acts or become involved in criminal acts during curfew hours. It can also aid parents and guardians in their responsibility to supervise their children as well as give police officers support for enforcing activities taking place after curfew hours.

Your community's curfew program might include:

- Creation of a dedicated curfew center or use of recreation centers and churches to receive juveniles who have been picked up by the police for violating curfew.
- Staffing of curfew centers with social service professionals and community volunteers.

- Intervention, in the form of referrals to social service providers and counseling classes, for the juveniles and their families.
- Procedures for repeat offenders, including fines, counseling, or sentences to community service.
- Recreation and jobs programs.
- Anti-drug and anti-gang programs.
- Hotlines for follow-up services and crisis intervention.

<http://www.ncjrs.org/txtfiles/curfew.txt>

## **VI. Noisy Assembly Ordinance**

A noise ordinance may help police officers control underage drinking parties in private residences.

<http://www.epi.umn.edu/alcohol/sample/ordinanc.shtm>

## **C. Promotion**

### **• Advertising Restriction**

Restrictions on alcohol advertising include any policies that limit advertising of alcoholic beverages, particularly advertising that exposes young people to alcohol messages. Restrictions can be in the form of a local ordinance or state law, or can be implemented voluntarily by a business, event or organization and can include:

- Banning ads on buses, trains, kiosks, billboards and supermarket carts, and in bus shelters, schools, and theme parks.
- Banning or limiting advertising and sponsorship at community events such as festivals, parties, rodeos, concerts, and sporting events.
- Banning advertising in areas surrounding schools, residential areas, faith organizations, etc.
- Restricting or banning TV and/or radio alcohol commercials.
- Restricting alcohol advertising in newspapers and/or on the Internet.
- Countering alcohol ads with public service announcements.
- Restricting the size and placement of window advertisements in liquor and convenience stores.
- Requiring all alcohol ads in the local media to include warnings about the health risks of alcohol consumption.
- Setting a maximum for the percentage of total advertising space those alcohol ads can cover.
- Reducing the disproportionately high number of alcohol billboards in low-income neighborhoods.
- Prohibit images and statements that portray or encourage intoxication.
- Enforcing existing restrictions on alcohol advertising.

<http://www.epi.umn.edu/alcohol/policy/adrstrct.shtm>  
<http://camy.org/factsheets/index.php?FactsheetID=27>

- **Counter advertising**

Counter advertising is used to balance the effects alcohol advertising has on alcohol consumption. Your community can participate in counter advertising through public service announcements and other conventional forms of media.

[www.epi.umn.edu/mch/resources/hg/hgp\\_alcoholv\\_toomey.ppt](http://www.epi.umn.edu/mch/resources/hg/hgp_alcoholv_toomey.ppt)  
<http://pubs.niaaa.nih.gov/publications/arh26-1/15-21.pdf>  
[http://marininstitute.com/alcohol\\_industry/alcohol\\_responsibility.htm](http://marininstitute.com/alcohol_industry/alcohol_responsibility.htm)

- **Billboard Bans**

Banning alcohol billboards all together might seem like a large feat, however, there are steps your community can take to begin the process. You may start by first reducing the number of billboards in your community. The website below has samples of the following actions your community can take.

- Gather information about sign ordinances, zoning, and how billboards are currently regulated, permitted and taxed.
- Find allies among community leaders, neighborhood groups, health organizations, chambers of commerce, and others.
- Conduct a billboard survey. Find out how many billboards, where, what neighborhoods, near what, what size, what they advertise.
- Write a report of your survey findings.
- Conduct a press conference. Include letter-writing campaigns, news coverage, endorsements, and other activities.
- Petition city or county government for a moratorium on new signs.
- Know your opposition. The billboard industry is well-funded and experienced in fighting these efforts.

<http://www.faceproject.org/Resources/PDF/Alcohol-Billboard-CAK.pdf>

- **Media Advocacy Education**

Media advocacy is the strategic use of mass media to support community organizing to advance a social or policy initiative. While media advocacy efforts may take many forms, often they involve organizing attention-getting events to stimulate news coverage of an issue. One frequent goal of media advocacy is to refocus the framing of a problem and its solutions from an individual level (drinking will be solved by educating individual students) to an environmental or policy level (changing drinking patterns requires changing the environment in which the behavior occurs).

Steps your community can take include:

First, plan your message

- Define what the message is that you are highlighting.
- Identify and highlight solutions to your problem.

- Gain support of key leaders in your community.
- Define what you need to do or say to get the attention of those who can create a solution.

Second, contact the media

- Get your message out via news releases, letters to the editor, editorial board meetings, etc.

<http://www.higheredcenter.org/socialnorms/mediaadvocacy/>  
[http://www.apha.org/NR/rdonlyres/A5A9C4ED-1C0C-4D0C-A56C-C33DEC7F5A49/0/Media\\_Advocacy\\_Manual.pdf](http://www.apha.org/NR/rdonlyres/A5A9C4ED-1C0C-4D0C-A56C-C33DEC7F5A49/0/Media_Advocacy_Manual.pdf)

## Criminal Justice

### I. Enforcement

Enforcing underage drinking laws and DUI laws that are already in place is a good way to help reduce underage drinking. If there are gaps in laws then the community should advocate having them implemented. Some of these laws include:

- Banning possession by minors in public and private locations.
- Apply appropriate penalties to minor's in possession.
- Zero-tolerance laws that prohibit minors with any measurable BAL from driving, authorize immediate seizure of drivers license etc.
- Banning false identification and increase the use of or implement the use of the scanning of drivers licenses by merchants.

One strategy your community might take is to formally recognize dedicated officers who are heavily involved in reducing underage drinking. Implementing a formal recognition program would be a good format in which to do this.

<http://www.udetc.org/documents/accesslaws.pdf>  
[www.udetc.org](http://www.udetc.org)  
<http://www.pire.org/topiclist2.asp?cms=67>

### II. Judicial

There are several changes that can be made within your communities judicial system to help with underage drinking.

Juvenile Drug Courts can operate within the juvenile justice system to address the unique needs of juvenile substance abusers. Key elements of a juvenile drug court program include:

- A drug court team that includes a judge, prosecutor, defense attorney, treatment provider, evaluator, and schools.
- Intervention as soon as possible following a juvenile's initial contact with the justice system including a comprehensive assessment at intake and follow ups.
- A court-supervised program of substance abuse treatments and other important core services to address multi-faceted needs of the juvenile and his or her family.

- Coordination of all services including treatment.
- On-going monitoring of progress.
- Immediate response to non-compliance.
- A dedicated and concerned judge who is sensitive to unique needs of individual juveniles and families.
- A strengths based program philosophy.
- Clearly defined range of incentives and sanction that are applied in a response to participation or lack thereof.

Youth Diversion Programs should seek to improve a youth's self-image, social skills, and attitudes about the legal system. It should aim to teach the youth better methods of communication and behavior. This may be included as an option through your community's juvenile drug court as a positive alternative to juvenile court. It is often set up to have youth work with adult mentors in a structured environment. Upon successful completion of the program, the alleged offense will not appear on the juvenile's record.

Victim impact panels are an alternative sentencing program. A Victim Impact Panel is a group of three or four victims who speak briefly about an impaired driving crash in which they were injured, or in which a loved one was killed or injured, and how it impacted their lives. They do not blame or judge those who listen. They simply tell their stories, describing how their lives and the lives of their families and friends were affected by the crash. The purpose of the panels is to individualize and humanize the consequences of impaired driving, to change attitudes and behaviors, and to deter impaired driving recidivism. Panels also give victims a healing opportunity to share their stories in a meaningful way.

Youth courts are another alternative sentencing program. Youth courts, also called teen, peer, and student courts, are programs in which youthful offenders are sentenced for minor delinquent and status offenses or problem behaviors by their peers.

<http://www.pire.org/topiclist1.asp?id=1>  
<http://www.surgeongeneral.gov/topics/underageddrinking/programs.html>  
[www.youthcourt.net](http://www.youthcourt.net)  
<http://www.ncjrs.gov/pdffiles1/ojdp/184744.pdf>  
[www.helpingamericasyouth.gov](http://www.helpingamericasyouth.gov)  
<http://www.juvenilediversion.org/>  
[http://www.nhtsa.dot.gov/people/injury/alcohol/VIP/VIP\\_index.html](http://www.nhtsa.dot.gov/people/injury/alcohol/VIP/VIP_index.html)

### **III. Public Awareness of Enforcement and Sanctions**

Announcements in local media (TV, radio, newspapers, posters on community bulletin boards, School papers, etc.) And presentations by officers to community groups can provide public notice of local laws including enforcement and sanctions. This can also be an opportunity to inform your community about any upcoming compliance checks or similar programs.

By making the public aware community members are inoculated against objecting to the law enforcement efforts, and may be more likely to ask why businesses sell alcohol to youth when they know it is illegal. It provides further notification to alcohol business owners and sellers/servers that your community will enforce selling to underage youth. It heightens the attention of parents and

other adults to underage alcohol use. Messages directed to adults may decrease youth access to alcohol in the home, at keg parties, or through other adults in the community. It builds support for compliance checks from the community at-large. Many citizens are concerned about youth alcohol use and will be supportive of efforts to reduce illegal youth access to alcohol.

<http://64.233.167.104/u/umn?q=cache:h8dtfNy-ZAcJ:www.epi.umn.edu/alcohol/manual/manual.pdf+public+awareness+of+enforcement+and+sanctions&hl=en&ct=clnk&cd=2&gl=us&ie=UTF-8>

## E. Community Norms

### iv. Alcohol Restrictions at Community Events

**At community events, underage youth may easily get alcohol by buying it directly or by having friends over 21 buy it for them.** Banning alcohol or restricting alcohol sales (through policies such as age-ID checking or limiting number of servings per person) at community events can reduce these sources of alcohol for youth.

Planning and set-up:

- Establish non-drinking areas for families and youth.
- Establish designated drinking areas where underage youth are not allowed; prohibit people from leaving these particular areas with alcoholic beverages.
- Limit alcohol sponsorship.
- Have alcohol-free days/nights.
- Establish enforcement procedures for all policies.

[http://www.epi.umn.edu/alcohol/festivals/pdfs/planner\\_checklist.pdf](http://www.epi.umn.edu/alcohol/festivals/pdfs/planner_checklist.pdf)

<http://www.epi.umn.edu/alcohol/festivals/index.shtm>

<http://www.epi.umn.edu/alcohol/policy/atevents.shtm>

### v. Alcohol Providers and Sellers

Other alcohol restrictions your community can have at public events also include restriction on providers and sellers of alcohol. These restrictions can include the following:

- Require alcohol license holder to have liability insurance (check your state laws for specific legal requirements on liability.)
- Require responsible beverage service training for alcohol sellers and event coordinators
- Require alcohol sellers to be at least 21 years old.
- Require a manager to be on duty at the alcohol booth at all times.
- Establish age identification checking procedures.
- Prohibit drinking by servers.



- Require signs indicating the illegality of providing alcohol to minors and obviously intoxicated persons.

[http://www.epi.umn.edu/alcohol/policy/img/SOCIAL\\_COMBINED\\_2005.PDF](http://www.epi.umn.edu/alcohol/policy/img/SOCIAL_COMBINED_2005.PDF)

## **VI. Security**

**Security at community events can have a large impact on preventing underage youth from obtaining alcohol. Some components of good security at public events include:**

- Establish procedures for handling intoxicated drinkers.
- Require that security staff be adequately trained.
- Ban alcohol consumption in parking lots and monitor the lots.

## **VII. Food/Beverage**

Your community can take additional steps by having regulations on food and beverage vendors or distributors. These can include:

- Limit cup size to 12 ounces.
- Use cups for alcoholic beverages that are easily distinguishable from non-alcoholic beverage cups.
- Limit number of servings per person per purchase to one or two at a time.
- Stop serving alcohol at least one hour before closing.
- Sell food and non-alcoholic drinks and provide free water
- Identify specific environmental strategies currently being addressed for each causal area.
- Identify specific environmental strategies not currently being addressed for each causal area.
- Strategy selection process
- Calendar

## **Appendix B**

### **COUNTY TOBACCO PREVENTION COALITION CAMPAIGN TIMELINE**

#### **MAY 2008**

- Secure calendar, define roles and responsibilities
- Logo, slogan, website
- Key spokespersons identified
- Build coalition infrastructure
- Reaching out to business owners for support, chamber of commerce
- Talk to tobacco program manager about her paid media campaign and which communities she is targeting
- Clear role and calendar for the PAC
- Set up listserv for coalition:
- Establish larger coalition meeting schedule/calendar

## **JUNE 2008**

- Shareholders, expand database, volunteer roles, know messages, ID negative organizations, web-site
- Build infrastructure
- Write budget (tentative – goal of \$25,000 for paid media – radio, direct mail, cable TV)

## **JULY 2008**

- Late July – survey council, research candidates
- Build infrastructure

## **AUGUST 2008**

- 1<sup>st</sup> – Relay for Life (gather signatures)
- Official campaign launch and press conference – highlight community leaders, spokespeople, grasstops leaders, youth
- Press conference – focus on health and inoculate negative economic impact arguments
- 19<sup>th</sup> - City council primary
- Business owner/private clubs/groups outreach (presentations)

## **SEPTEMBER 2008**

- Start official petition drive for signature supporters (and run through the end of September – ID targeted events or areas to petition)
- Do another survey to see how things are going
- Do event
- Business owner/private clubs/groups outreach (presentations)

## **OCTOBER 2008**

- Op-Eds, earned media campaign, LTEs, editorial
- Business owner/private clubs/groups outreach (presentations)

## **NOVEMBER 2008**

- Youth press conference on the issue
- LTE, Op-eds
- Start educating city council (who is reaching out to reach city council member, information packets)

## **DECEMBER 2008**

- LTE, Op-eds
- Start educating city council (who is reaching out to reach city council member, information packets)
- Start educating city council
- Petition drive

## **JANUARY 2009**

- LTE, Op-eds
- Do event

- Draft ordinance – work with attorney and city attorney
- Start educating city council (who is reaching out to reach city council member, information packets)
- Reaching out to a sponsor
- Hard hitting media campaign

## **FEBRUARY 2009**

- Choreography for city council meeting (supporter outreach, securing speaker line-up and talking points, getting commitments of turnout to council meeting, straw poll city council again, know where you are with the council and what the vote will be as much as you can)
- LTE, Op-eds
- Create an event to raise the profile of the issue (use youth and workers) – ribbon antenna thing
- Hard hitting media campaign

## **MARCH 2009**

- First reading
- Hard hitting media campaign

## **APRIL 2009**

- Second reading

## **MAY 2009**

- Third and final reading

# **Appendix C**

The following steps will help you create your personal Google Calendar account. Google Calendar is being used so that you can adjust and refine your timelines as necessary and so that technical assistance providers and the PF coordinator can provide timely technical assistance.

1. You will receive an **email** from the SPF SIG Admin Account:
  - a. **Subject Line:** “SPF SIG Admin recommends that you use Google Calendar”
  - b. **Body:** I've been using Google Calendar to organize my calendar, find interesting events, and share my schedule with friends and family members. I thought you might like to use Google Calendar too. SPF SIG Admin recommends that you use Google Calendar. To accept this invitation and register for an account, please visit: [hyperlink] . Google Calendar helps you keep track of everything going on in your life and those of the important people around you, and also help you discover interesting things to do with your time. (see picture below).

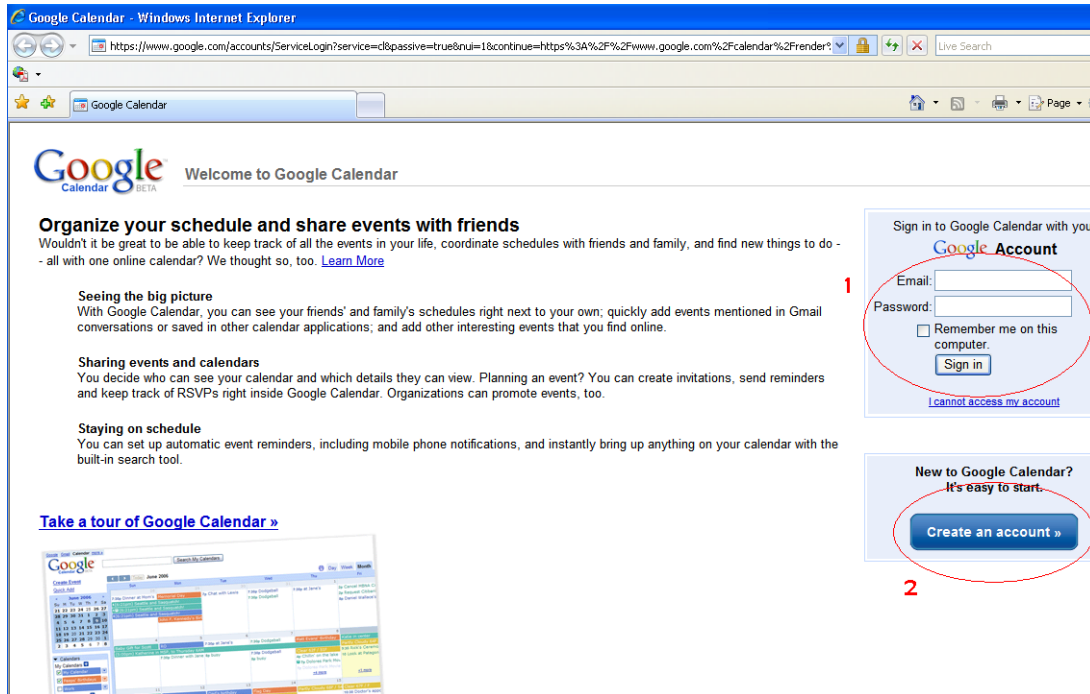
I've been using Google Calendar to organize my calendar, find interesting events, and share my schedule with friends and family members. I thought you might like to use Google Calendar, too.

SPF SIG Admin recommends that you use Google Calendar.

To accept this invitation and register for an account, please visit: <https://www.google.com/calendar/render?cid=MDVuaXFhbnRmptdW52azE2cXE1NG5yMHZybzBAZ3JvdXAuY2FsZW5kYXl1Z29vZ2x1LmNvbQ&invEmailKey=grayson3%40hotmail.com%3A4c2d7cd7fe9ccf77bad5ea02213c6706fcab97>

Google Calendar helps you keep track of everything going on in your life and those of the important people around you, and also help you discover interesting things to do with your time.

2. Click on the hyperlink (circled in red, *above*) in the email sent to you.
3. When you click on the hyperlink, it will take you to a login screen (see picture below).



4. If you have already have a Google Calendar account, skip to the bottom of page 18.
5. If you do not have a Google Calendar account, click on the “Create an account” button (option 2 circled in red in the picture above).
6. Now you need to sign up for Google Calendars. To do this...

Google Accounts - Windows Internet Explorer

https://www.google.com/accounts/NewAccount?service=c&passive=true&ui=1&continue=https%3A%2F%2Fwww.google.com%2Fcalendar%2Frender?...

Google Accounts

## Create a Google Account - Google Calendar

### Create an Account

Your Google Account gives you access to Google Calendar and [other Google services](#). If you already have a Google Account, you can [sign in here](#).

#### Required information for Google account

Your current email address:   
e.g. myname@example.com. This will be used to sign-in to your account.

Choose a password:  [Password strength](#)  
Minimum of 8 characters in length.

Re-enter password:

☐ Remember me on this computer.

Creating a Google Account will enable Web History. Web History is a feature that will provide you with a more personalized experience on Google that includes more relevant search results and recommendations. [Learn More](#)

☒ Enable Web History.

#### Get started with Google Calendar

First name:

Last name:

Location:

Time zone:

☐ Display all timezones

Word Verification: Type the characters you see in the picture below.

7. Enter your email address (use the email address we use to send you the link). Also create a password. (See areas circled in red, above)
8. You also need to enter in your name, first and last.
9. Type in the word you see (See picture below)
10. Read and accept the terms of use. Click on the “I accept. Create my account” button. (See picture below).

**Get started with Google Calendar**

First name:

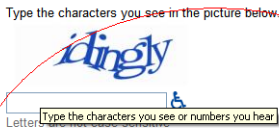
Last name:

Location:

Time zone:

☐ Display all timezones

Word Verification: Type the characters you see in the picture below.



Terms of Service: Please check the Google Account information you've entered above (feel free to change anything you like), and review the Terms of Service below.

[Printable Version](#)

Google Terms of Service

Welcome to Google!

1. Your relationship with Google

By clicking on 'I accept' below you are agreeing to the [Terms of Service](#) above and the [Privacy Policy](#).

11. After creating your account, you will be taken to the screen below. Click “Click here to continue” hyperlink. (See picture below).

[@hotmail.com](#) | [Google+ Home](#) | [my Account](#) |

---

**Google**  
Accounts

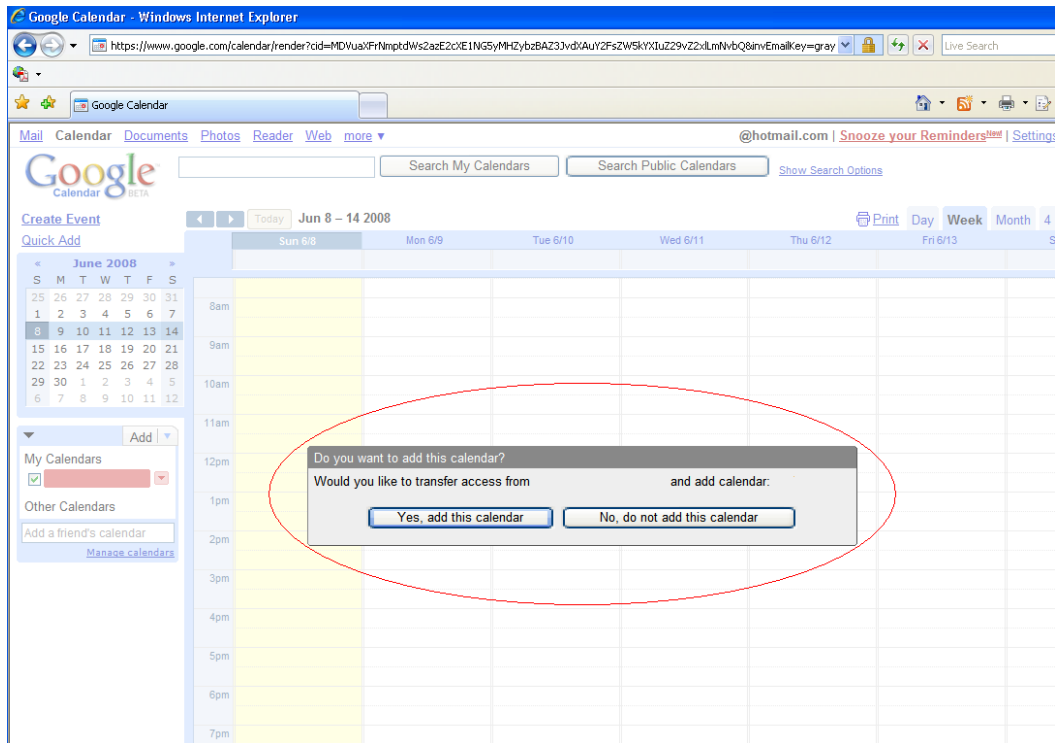
**g's Google Account**

**Email Verification**

In order to verify that the email address associated with your account is correct, we have sent an email message to [@hotmail.com](#). To activate your Google account, please access your email and click on the link provided.

[Click here to continue.](#)

12. A box will appear and ask you if your account would like to add a community calendar. Click the “Yes, add this calendar” button. (See Below).



13. Now go to the upper right-hand corner and sign out.

14. You will then receive an email with the following subject line and body

- a. Subject line: [Google Email Verification](#)
- b. Body:

Welcome to Google Accounts. To activate your account and verify your e-mail address, please click on the following link:

[http://www.google.com/accounts/VE?service=cl&c=CILSxOSb\\_qSvYRD7zurJ3fC\\_1Rc&hl=en](http://www.google.com/accounts/VE?service=cl&c=CILSxOSb_qSvYRD7zurJ3fC_1Rc&hl=en)

If you have received this mail in error, you do not need to take any action to cancel the account. The account will not be activated, and you will not receive any further emails.

If clicking the link above does not work, copy and paste the URL in a new browser window instead.

Thank you for using Google.

For questions or concerns regarding your account, please visit the Google Accounts FAQ at <http://www.google.com/support/accounts/>.

This is a post-only mailing. Replies to this message are not monitored or answered.

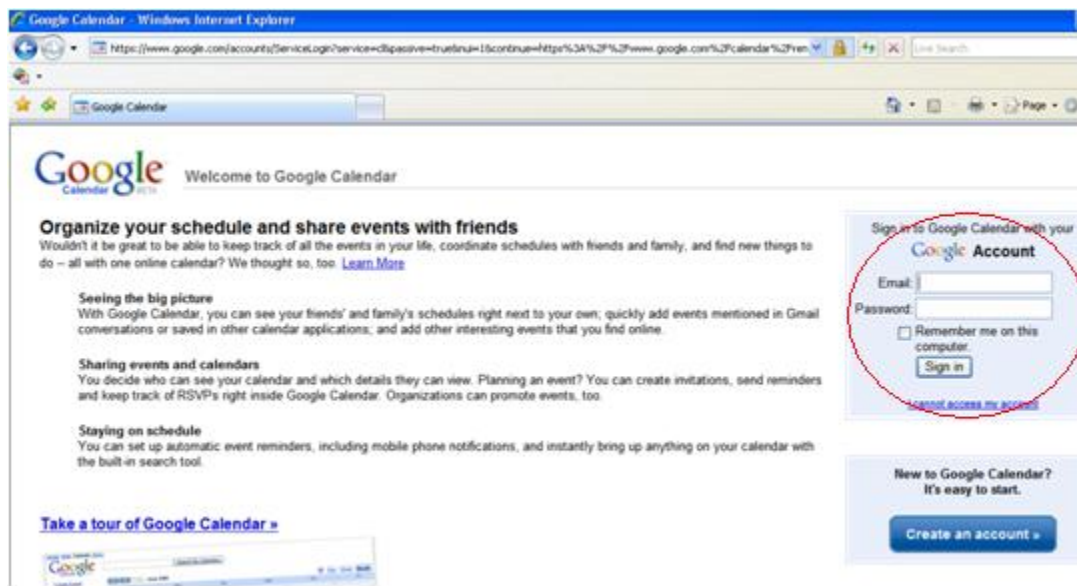
15. Click on the hyper link, and you will be brought to the following (See below).

Email Address Verified

Thank you for verifying your Google account. Your account is now activated.

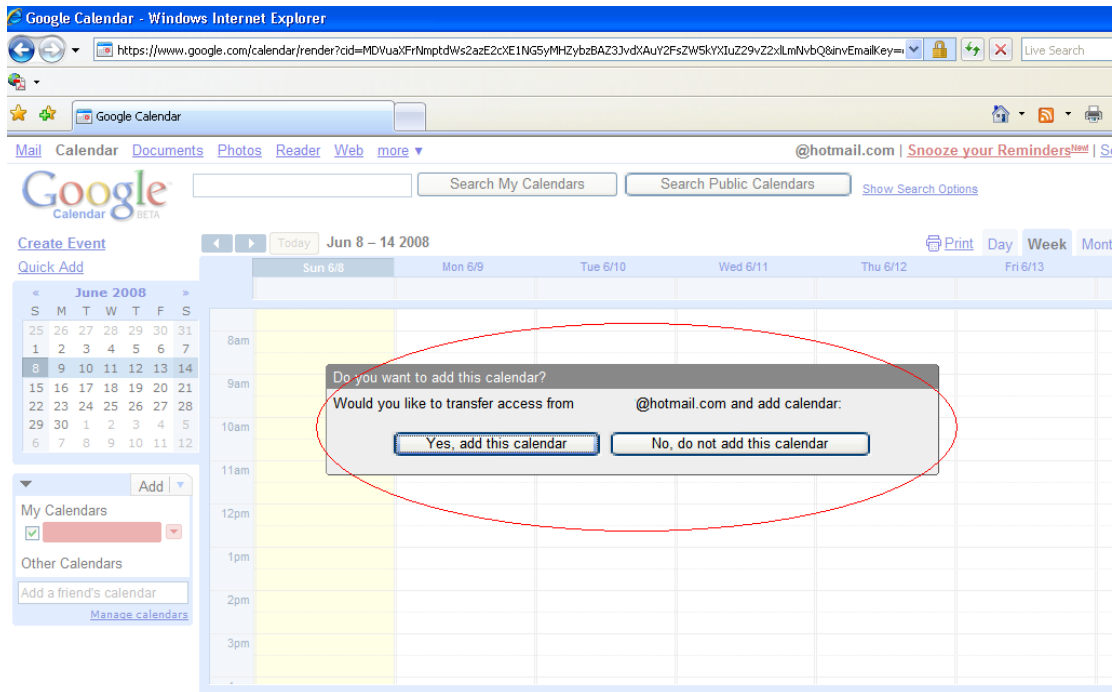
[Click here to continue.](#)

16. Click “Click here to continue” hyperlink.
17. You will then be brought to the login screen. This time, enter in your email address and password you created in step 7.



18. Again you will be asked if your account would like to add your community calendar. Click the “Yes, add this calendar” button. (See picture below)





19. When you create your Google account, it creates a calendar for your account. This Calendar is **NOT** the calendar we want you to use. Instead, use the community calendar we have made for you and you just added. To deactivate your calendar, just simply uncheck the box under “my Calendars” but leave the box checked under “Other Calendars” (see example below).

